

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A method for transmitting interactive television information over a television broadcast, comprising:

compiling business data into a binary form, the business data comprising descriptions of products;

generating a script using a script authoring tool, wherein said compiled business data is processed according to said generated script independent from a further user interaction; and

transmitting a stream, comprising the compiled business data and the script, to a receiver for generating video information for a user's television, wherein the receiver uses the script to access the compiled business data and generate a presentation of the products for the user.

2. (original) The method of Claim 1 wherein the business data is compatible with a version of XML (extensible markup language).

3. (original) The method of Claim 1 wherein the compiling of the business data is configured to improve access speed to the business data.
4. (original) The method of Claim 1 wherein the compiling of the business data is configured to reduce the size of the business data.
5. (original) The method of Claim 1 wherein the receiver is a set-top box.
6. (original) The method of Claim 1 wherein the business data is transmitted to the receiver using a modem.
7. (currently amended) A method for receiving interactive television information in a receiver and providing interactive television to a user, comprising:
- receiving a stream comprising a script and a compiled business data in binary form, wherein said business data comprises descriptions of products;
  - processing said compiled business data in binary form according to said script; and
  - processing requests within the script, independent from a further user interaction, to map an item of the business data into a position within an authored

page template, wherein a video presentation of the business data is presented to the user.

8. (original) The method of Claim 7 further including:  
processing a request within the script to map a one or a two-dimensional array of the business data into a named one or two-dimensional array of locations within the authored page template.

9. (original) The method of Claim 7 further including:  
processing a request within the script to construct a message containing business data, based on a user action; and  
transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the user action.

10. (original) The method of Claim 9 wherein the selection is transmitted from the receiver to the transaction server using a modem.

11. (original) The method of Claim 9 wherein the business data is compatible with a version of XML (extensible markup language).

12. (original) The method of Claim 7 wherein the business data is compatible with a version of XML (extensible markup language).

13. (original) The method of Claim 7 wherein the business data and the script are received over a broadcast network of a cable television provider, a terrestrial television provider or a satellite television provider.

14. (currently amended) A system for transmitting interactive television information over a television broadcast, comprising:

a server having a processor couple to a memory, the memory having computer readable code which when executed by the processor causes the server to perform a method comprising:

compiling business data into a binary form, the business data comprising descriptions of products;

accessing a script, the script previously generated using a script authoring tool, wherein said compiled business data is processed according to said generated script independent from a further user interaction; and

transmitting a stream comprising said compiled business data and said script to a set-top box for generating video information for a user's television, wherein the set-top box uses the script to access the compiled business data and generate a presentation of the products for the user.

15. (original) The system of Claim 14 wherein the business data is compatible with a version of XML (extensible markup language).

16. (original) The system of Claim 14 wherein the compiling of the business data is configured to improve access speed to the business data.

17. (original) The system of Claim 14 wherein the compiling of the business data is configured to reduce the size of the business data.

18. (original) The system of Claim 14 further including:  
providing the compiled business data and the script to a television broadcaster for inclusion in a television broadcast transmission by the broadcaster.

19. (original) The system of Claim 14 wherein the streaming is performed over a broadcast network of a cable television provider, a satellite television provider, or a terrestrial television provider.

20. (currently amended) A system for receiving interactive television information and providing interactive television to a user, comprising:

a receiver having a processor coupled to a memory, the memory having computer readable code which when executed by the processor causes the receiver to perform a method comprising:

receiving a stream comprising a script and a compiled business data in binary form, wherein said business data comprises descriptions of products;

processing said compiled business data in binary form according to said script; and

processing requests within a script, independent from a further user interaction, to map an item of the business data into a named position within an authored page template, wherein a video presentation of the business data will be presented to the user.

21. (original) The system of Claim 20 further including:

receiving a selection of one of the product descriptions from the user; and

transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the selection.

22. (original) The system of Claim 21 wherein the selection is

transmitted from the receiver to the transaction server using a modem.

23. (original) The system of Claim 20 wherein the business data is compatible with a version of XML (extensible markup language).

24. (original) The system of Claim 20 wherein the business data and the script are received over a broadcast network of a cable television provider, a terrestrial television provider or a satellite television provider.

25. (original) The system of Claim 20 further including:  
processing requests within a script to map an array of the business data into an array of locations within an authored page template, wherein a video presentation of the business data will be presented to the user.

26. (original) The system of Claim 20 further including:  
processing a request within a script to construct a message containing the business data, based on a user action; and  
transmitting the selection to a transaction server, the transaction server for implementing a transaction in accordance with the user action.

27. (new) The method as described in Claim 1 further comprising:  
providing content download in response to said user interacting with said presentation of said products.

28. (new) The method as described in Claim 1, wherein the compiled business data transmitted are updated as data changes by recompiling the business data into the television broadcast, eliminating the need to generate said script.